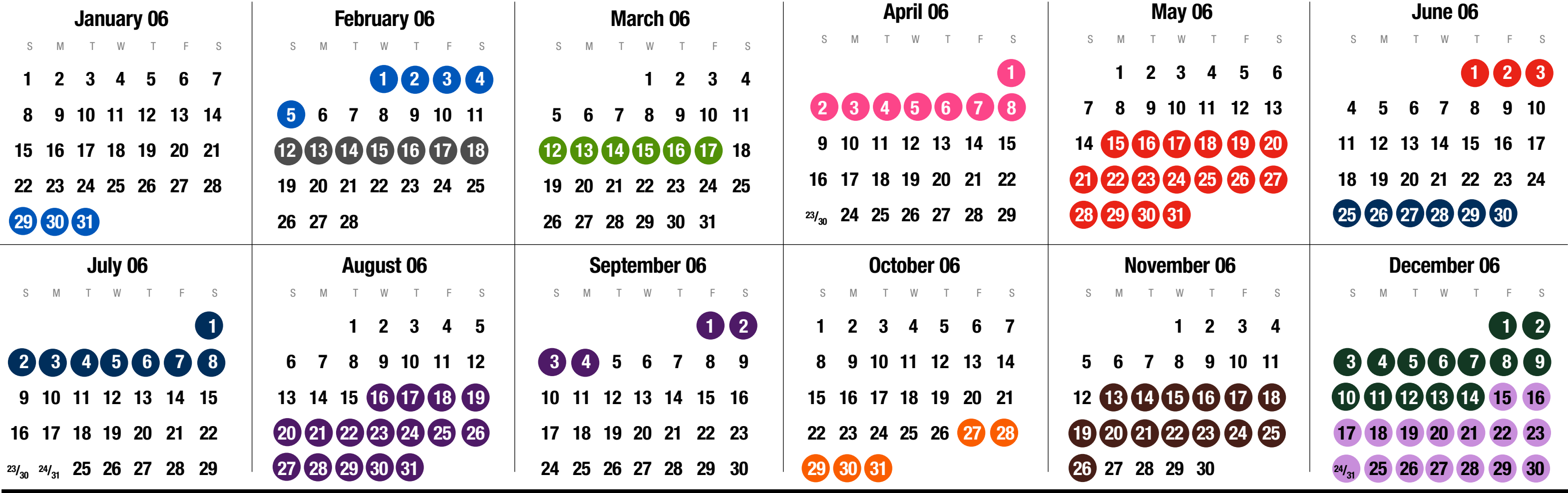


# NHTSA 2006 National Communications Plan – Occupant Protection and Impaired Driving



## January 29 - February 5, 2006

### Super Bowl Sunday

IMPAIRED DRIVING

Primary Message: Fans Don't Let Fans Drive Drunk

## February 12 - February 18, 2006

### CPS Week

OCCUPANT PROTECTION

Primary Message: Booster Seats  
Secondary Message: 4-Steps for Kids

## March 12 - 17, 2006

### St. Patrick's Day

IMPAIRED DRIVING

Primary Message: Friends Don't Let Friends Drive Drunk

## April 1 - April 8, 2006

### Screening and Brief Intervention

IMPAIRED DRIVING

Message: Alcohol Screening

## May 15 - June 3, 2006

### "Click It or Ticket" National Enforcement Mobilization

OCCUPANT PROTECTION

Message: Click It or Ticket

## June 25 - July 8, 2006

### Fourth of July

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving  
Secondary Message: Enforcement

## August 16 - September 4, 2006

### Impaired Driving National Enforcement Crackdown

IMPAIRED DRIVING

Message: New Enforcement Campaign

## October 27 - 31, 2006

### Halloween

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

## November 13 - 26, 2006

### Thanksgiving Weekend Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time.  
Secondary Message: Click It or Ticket

## December 1 - 14, 2006

### Holiday Season

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

## December 15 - 31, 2006

### Holiday Season

IMPAIRED DRIVING

Primary Message: Enforcement

## Collateral Support

Sports and Entertainment Marketing  
Prom and Graduation Materials  
Parents Who Host, Lose the Most Materials  
Buckle Up in Your Truck  
Rural Occupant Protection

Note: Calendar dates and themes are subject to change.